

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1. (Currently Amended) A method for server side insertion of content into streaming media including the steps of

 providing a streaming server;

 associating an insertion plugin with the streaming server;

 generating a command which includes indicia for locating content desired by a user and indicia for locating a source for content to be inserted; and

 substituting, in response to a signal associated with the content desired by the user, packets of content to be inserted for packets of the content desired by the user based on a playlist file on the streaming server determined by a decision server.
2. (Original) The method of claim 1 wherein the generated command further including indicia reflective of the user.
3. (Currently Amended) A method for matching the timing of content inserted into a data stream with breaks in the data stream comprising

 prefetching the content to be inserted into the data stream;

 storing the prefetched content on a local server;

 identifying a starting point for a break in the data stream;

establishing an offset between the starting point of the break and an initial packet of the
perfetched content the offset being subtracted from a timestamp associated with the initial
packet of the perfetched content;

removing from the data stream packets representative of the break;

inserting the perfetched packets into the data stream; and;

adjusting the time of at least one inserted packet to match the time of at least one
removed packet.

4. (Original) The method of claim 3 further including adjusting the time of a plurality of
inserted packets to match the time of a plurality of removed packets.

5. (Original) The method of claim 3 wherein the data stream is a live broadcast.

6. (Original) The method of claim 3 wherein the data stream is an on demand broadcast.

7. (Original) The method of claim 1 wherein the location of the content is identified by a
URL.

8. (Original) The method of claim 1 wherein the location of the content desired by the
user is defined by a network address.

9. (Original) The method of claim 1 wherein the location of the content is identified by an XML playlist.

10. (Currently Amended) A system for inserting content into streaming media comprising

- a streaming server for receiving content in the form of streaming media and passing it to a client;
- an insertion plugin associated with the streaming server for redirecting the streaming media and capable of recognizing an impending break in a media stream;
- a source of content to be inserted proximate to the streaming server;
- a decision server responsive to the impending break in the media stream for directing the insertion of content into the media stream for substantially the duration of the break; and
- a schedule engine providing an interface between the insertion plugin and the decision server for making a request to the decision server, receiving and parsing a playlist file from the decision server, and downloading content associated with the playlist file.

11. (Original) The system of claim 10 further including a counter for identifying the number of times a universe of users sees a particular item of inserted content.

12. (New) the method of claim 1, wherein the playlist file contains at least one of a local pre-recorded file, an advertisement, and a next request that are different types of items to be played.